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Education Qualifications

Singapore Management University

Aug 2015 – Jan 2020

Bachelor of Social Sciences, Psychology

AY2018 Dean's List Awardee

Edusave Award for Achievement, Good Leadership and Service (**EAGLES**)

Full Colors Award and Half Colors Award– Excellence in Sports Award

Work Experience

Singapore Management University

Research Assistant (Full-Time)

Oct 2020 – Present

- Oversaw the creation and running of experimental studies in lab, from data collection to data analyses
- Ran data analyses such as data manipulation, cleaning and statistical analyses using R programming
- Ran text analyses (sentiment analysis) using real world data extracted from Twitter
- Analyzed and reviewed related literature in marketing and social sciences
- Compiled and co-wrote business use cases of AI solutions in experiential businesses in Singapore.

Teaching Assistant

Aug 2019 – Dec 2019

- Facilitated a client-based module series on design thinking in Dr. Simon Schillebeeckx's class.
- Facilitated a class in understanding happiness and suffering in the world in Dr. Lee Huey Woon's class
- **These roles required me to assist with administrative processes, liaise with external clients and also help students with projects and term papers.**

Research Assistant (Part-Time)

Dec 2016 – Dec 2019

- Research on group processes, with a focus on **team creativity and organizational structure** with Dr. Guihyun (Grace) Park.
- Research on **organizational performance and the relationship between managers and employees** in the private sectors with Dr. Kenneth Tai.
- Research on religious and social issues in Sri Lanka with Dr. Orlando Woods.
- **These roles required me to conduct and run studies, literature review, rating of datasets and the analysis of data using SPSS**

SAGE (飒智智能科技有限公司), Shanghai

Jun 2019 – Aug 2019

Market Research Intern

- Collected and analyzed information from global and local competitors in the Autonomous Mobile Robot (AMR) and Artificial Intelligence (AI) industry
- Held a presentation, in Mandarin, to a board of investors regarding SAGE's products
- Designed and helped launch the company website in both English and Mandarin

McLaren Automotive Asia

Regional Marketing & Events Intern

Dec 2017 – July 2018

- Supported the development and execution of the 2018 regional marketing strategy for the APAC region
- Assisted the marketing manager in budget management and also the resource allocation process
- Played an active role in facilitating the project management of key regional events
- Single-handedly planned and executed a 5-day long event for prospective customers to view the launch of the latest McLaren series and to customize their car.
- Effectively organized regional marketing and branding initiatives.
- Identified and rectified gaps in product and brand knowledge within dealer staff.

Ashoka (NGO)

Youth Project Intern

Aug 2017 – Dec 2017

- Coordinated youth engagement projects in Singapore with a network of partners.
- Managed and helped execute the ASEAN Social Impact Award
- Assisted the organisation in identifying and building a database of social entrepreneurs to engage with each other through competitions
- Managed social media platforms

Harman International Industry, Inc

HR Generalist Intern

May 2017 – Aug 2017

- Developed Standard of Procedures (SOP) for company policies
- Provided support in identifying candidates for critical roles.
- Coordinated monthly communication newsletters
- Initiated and liaised with external vendors for team building activities

Co-curricular activities

Ko & Pop's

- Founded a home-based business selling dried goods on e-commerce, with the intention to modernize dried goods

Sept 2021 – Current

Harvard College in East Asia Program (Local and Overseas)

Dec 2015 – Apr 2016

Content Director and Foreign Delegate

- Went to Harvard to participate in a case presentation regarding social issues faced in other countries.
- Conceptualized the conference topics and contents held in Singapore for the Harvard students
- Actively sourced and liaised with external parties as guest speakers for both SMU and Harvard students

SMU Tennis

Vice President

Aug 2016 – Aug 2017

- Represented the team in liaising with relevant student admin bodies, and external vendors
- Planned a 5D4N tennis camp to Johor Bahru, Negeri Sembilan & Kuala Lumpur
- Oversaw the running of Social Tennis every fortnightly

Community

Local Grassroots

Aug 2018 – Current

- Assisted the needy in writing to the relevant authorities for (financial) assistance.

Soundball Singapore (Local)

Aug 2016 – Aug 2017

- Provided weekly Tennis coaching sessions for the visually handicapped.

SMU SMILE6 (Overseas)

Aug 2015 – Dec 2015

Programmes Executive

- Brainstormed and executed daily activities for the girls' at the home.
- Worked with the team to raise funds for the trip and to create awareness for our cause.

Additional Skills

- Proficient in **MS Office** (Word, PowerPoint, Excel, Visio) and **SPSS**
- Basic-Advanced **R** programming knowledge (Twitter Text Analysis, Statistical Data Analysis)
- Basic skills in UX research and design with Miro, and Figma

Modules Taken

Psychology of Group Processes and Decision Making	A+	Happiness & Suffering in Cultures and Religions	A+
Cultural Psychology	A	Psychology in Reasoning & Thinking	A-
Communication Strategies in the Digital Age	A-	Corporate Entrepreneurship & Innovation	A-
Psychology of Creativity & Innovation in Taiwan	A-	Psychology of Motivation	A-